**TOP TIER STRATEGIES**

# AD2REP Sales Rep Call Script

Training & Sales Copy for the Sales Team

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*Internal use only. Read Part 1 while learning the call, then work from Part 2.*

# Part 1: Training

Read this part while you're learning the call. Once you know it, work from the script in Part 2 and leave this alone.

## Who you're calling

A licensed residential contractor. He owns the business, he's spending his own money, and he's been doing this a while.

He might be a roofer, a plumber, an electrician, an HVAC contractor, a painter, a flooring contractor, a kitchen-and-bath remodeler, or a general contractor running additions and new builds. The script runs the same for all of them. The examples you reach for should match his trade: a plumber doesn't miss calls because he's on a roof, he misses them because he's under a house. Swap the details so the picture is his.

He saw an ad on Facebook that told him there's a contractor membership, built by contractors, that runs the opposite way from the lead companies. He clicked it. He watched three and a half minutes of our founder talking straight into the camera: who we are, what happened to us, what the membership actually is, what he gets, and who it's for.

Then he put a call on his calendar.

That last part is what you need to understand. He didn't book to find out what we are. He already knows. He booked because the page promised him **real numbers and straight answers**, and he wants to know what it costs and whether it fits his business.

He is warmer than a cold prospect, more qualified, and more skeptical. All three at once.

## What he already has, and what you must not do with it

He has the credential. He knows we're contractors with roughly seventy-five combined years in the trades. He knows what happened to us and why we built this. He knows it's a membership and not a lead seller. He knows the Cornerstone is part of it.

Do not give him any of that a second time. Not the origin story. Not "we paid for the same shared leads you do." Not a walk-through of what a Cornerstone is.

He got all of it before he booked. Hearing it again tells him he's listening to a script instead of talking to a person, and this is a man who notices. One line confirms he has it, and you move on.

## The one thing that decides this call

**He is warm on us and cold on you.**

A buyer makes five decisions on a purchase like this, and he makes them in this order: the salesperson, the company, the product, the price, and the timing.

The video did an enormous amount of work on the company and the product. It did nothing at all on the first one, because the man in the video isn't the man on the phone. You are. And you're the one who's going to ask him for the money.

That's the problem you're solving in the first ninety seconds, and it matters more than anything else on this call. When the first decision never gets made, the price turns into the only thing he has left to judge us by, and everything he can't quite put his finger on comes back at you later dressed up as an objection about the product or the price. The size of the commitment has to match the size of the relationship, and right now the relationship belongs to a video.

You can't fix that with small talk, and you don't have the time anyway. Here's what does fix it:

**You tell him exactly how this call is going to run, including the part where you ask him to join, and then you run it that way.**

His whole scar is vendors who said one thing and did another. Doing what you said you'd do is the entire argument, and it's the only one that costs you nothing. It's why the open names the moment he gets the number. It's why the open names the ask. And it's why you never skip the open, no matter how ready he sounds.

Everything you promise in the first two minutes, you keep. If you tell him fifteen minutes of questions, take fifteen, not twenty-five. If you tell him you'll say so when it isn't a fit, then say so when it isn't. He is checking.

## How the call runs

| Act | What happens | Roughly |
|---|---|---|
| 1 | Before you dial. Your prep and your objective. | 5 minutes, off the call |
| 2 | The open. The agenda, the promise, and what got him interested. | 2 minutes |
| 3 | Best questions. Where most of the selling happens. | 15 minutes |
| 4 | Restate the need. You say his needs back to him. | 2 minutes |
| 5 | Sell the company. The first piece, tied to his top need. | 3 minutes |
| 6 | Present the membership, then the price and the tier. | 15 minutes |
| 7 | Ask for the commitment. Then handle what comes back. | 5 to 10 minutes |
| 8 | Future pace. Congratulate him, then walk the exact next steps. | 3 minutes |

| | | |
|---|---|---|
| 9 | Replay. | 1 minute, after you hang up |

## Act by act: what you're doing and why

**Act 1. Before you dial.** Your goal is to enroll him on this call: pick a door, match his tier, and get his Onboarding Call booked while you're on the line. If he genuinely can't decide today, your goal becomes one thing and one thing only, a specific time on both calendars to finish the decision. A call that ends with neither of those slips away and usually doesn't come back.

**Act 2. The open.** Two minutes. Confirm he already knows us, tell him how the call runs, tell him when he gets the number, tell him you're going to ask him to join, then ask him what got him interested and stop talking. His answer is the single most useful thing you'll hear, because he's telling you what he's shopping for before you've said anything he could be agreeing with. Write it down in his words.

**Act 3. Best questions.** This is where most of the selling happens, not in Act 6. You're looking for three needs that genuinely matter to him, where his personal stake meets something the membership does well. You don't ask every question on the list. You follow the thread he opened in Act 2 and you ask the ones that go somewhere. The question groups cover his whole business: how the work comes in, his name and his marketing, the jobs he loses, the business behind the business, and the year ahead. Your three needs have to come from at least two of those groups, because the membership is far bigger than leads, and a discovery that stays on leads produces a presentation that sells nothing else. The ownership question usually gets quiet; let it sit. Note the pain when it comes up, but don't pounce on it. Present nothing yet. If you don't have three real needs, you're not finished.

**Act 4. Restate the need.** Before you say one word about the membership, prove you listened. Say his needs back in his own words, not in category labels, and get him to confirm them. When he agrees, you've opened the sale. You can't close a sale you never opened.

**Act 5. Sell the company, as the first piece.** This Act is a question and one connection, and it does real selling work. Ask him what he knows about us from the video and let him answer, because what he repeats back is what stuck, and what stuck is what he's buying. Then connect his top need to why the membership was built, and name the one piece of it that answers him. You're not walking the catalog here. You're showing him that the thing he wants is the reason this thing exists.

**Act 6. Present the membership.** The script carries seven tracks, one per major element. You present financing and the Cornerstone on every call, and you add the one or two other tracks that answer the needs he agreed to. Do not walk all seven; a catalog recital is how you lose a man who was ready to buy. And never open the presentation with the leads engine. This is an entire business model, and the order you present in is the order he'll remember it in, so some other piece of the membership always goes first. For each track: tie back to what he said, name the piece, make it concrete, then ask for his reaction. His reactions are your buying signals. The Cornerstone always goes last, and that's where you show him the example. Then give him the whole membership in one quick pass, the overview in the script, so he hears that the pieces he cared about sit inside a complete system. Then match his tier, walk him through exactly what that tier is entitled to, and give him the numbers and the doors, plainly.

**Act 7. Ask for the commitment.** Ask once, clearly, then be quiet. Whoever talks first loses that moment, and it can't be you. The first time he hesitates, it's almost never a real objection: restate what he liked, add a piece you held back, and ask again. The second time, he usually has a real reason, and a real reason is just a question nobody asked him earlier. Go understand it, answer it straight, and come back to the commitment.

**Act 8. Future pace.** Once he says yes, congratulate him and mean it, then walk him through exactly what happens next, step by step: the link, the package, the payment, the short onboarding form, and the Onboarding Call where his Cornerstone build starts. Get that call booked before you hang up if you possibly can. A man who just spent real money and has a real appointment on his calendar is looking forward; a man with a vague "we'll be in touch" is second-guessing before dinner.

**Act 9. Replay.** One minute, every call, win or lose. Walk the Acts.

## The discipline

- Two-thirds of this call is questions and listening. The needs he tells you are what you sell to.
- Everything you promise in the open, you keep. He is checking.
- Speak in complete sentences, and give every question its context before you ask it. A question with the context chopped off sounds like an interrogation, and a clipped fragment sounds like ad copy. Neither one sounds like a person.
- Match your examples to his trade. The script's worked examples use one trade at a time; swap the details so the picture is his business, not somebody else's.
- Never quote the price before he's seen the value. If he asks early, tell him when he's getting it, and keep to it.
- Present the up-front doors first, monthly as the step-down. Monthly is a real door, not a consolation.
- Match the tier to the work honestly. When he crosses two tiers, he can start where he is and move up later with his founder price locked at that tier's day-one rate.
- Keep the membership and the leads separate, every single time you explain them.
- Say "investment," not "cost," when you're presenting the price in Act 6. In the open, say plainly what it costs him. He was promised straight answers, and a man who says "let me tell you what the investment is" in the first two minutes is doing the exact thing he's braced for. Earn the word, then use it.
- Say "join," never "buy in."

- No lead-count, revenue, or ROI promise. Ever. Under any pressure. Promise the structure.
- Honest scarcity only. The Founding 300 cap is real and the founder price is the lowest it will ever be. Never invent a countdown or a spots-left number.
- Never build any part of his Cornerstone on this call. You show him the example. His own build starts on his Onboarding Call, after he joins.
- One follow-up, about 24 hours after the call, then stop.
- Every hesitation is a question, not a wall.
- If it isn’t a fit, say so, tell him what would get him there, and part on good terms.
- Log every contractor: name, trade, tier discussed, the outcome, and any concern in his own words.
- Replay every call, win or lose.

# Part 2: The script

# Act 1: Before you dial

Not spoken. Five minutes of prep.

**Read his record.** It tells you which ad he came in on and what he told us at booking: his trade, whether he's licensed and insured, and how long he's been in business.

**Have in front of you:** the two grids in Act 6 (tier entitlements and tier prices), the Ridgeline example (bottom of this document), and the call log.

**Your objective:** enroll him on this call and get his Onboarding Call booked, or set a specific time on both calendars to finish the decision.

**Use the ad he came in on as your backstop.** He'll usually tell you himself in Act 2. If he doesn't give you a clear read, this is what to weight in Act 6:

| The ad he came in on | What he probably came for | The Act 6 tracks to weight |
|---|---|---|
| The doorknob | The whole program. No single read. | Whatever Act 3 gives you. |
| The breadth reveal | It's more than leads. | The backbone, then the build story. |
| The backbone | Insurance access, benefits, mentoring, the network. | The backbone first, for once. |
| His marketing, done and owned | The Cornerstone. | Reviews and his own name, then the Cornerstone. |
| The Founding 300 | In early, at a founder price, with a say. | The build story, then the rest. |
| How it runs | The homeowner picks him alone. A person confirms first. | The leads engine. |

## Act 2: The open

> “Hi [name], thanks for making the time. I know your day’s full, so I’ll keep this useful.”
>
> “You already know who we are, so I won’t do that part again.”
>
> “You booked this to get real numbers and straight answers, so let me tell you exactly how you get them. First I’m going to ask you about how you’re running things today. Call it fifteen minutes. There are three tiers, and the number doesn’t mean anything until I know which one you’re actually in. Then I’ll show you what the membership is and what it costs you, in dollars, on this call. Then I’m going to ask you whether you want in. That’s my job, and you’d wonder about me if I didn’t. If it’s not a fit for you, say so. And if I don’t think it’s a fit, I’ll tell you that.”
>
> “That’s the whole call. Is that fair?”

*He says it’s fair.*

> “Good. One thing before I start with my questions. Something in that video got you to stop and put a call on your calendar. What was it?”

*Let him talk. Take notes in his words, not yours. This is the highest-value thirty seconds you get.*

*If he answers short (“it looked interesting”), ask one follow-up: “What part of it caught you?” Then move. Don’t dig twice; Act 3 is right there.*

**Then bridge:**

> “That’s useful, and I’ll come back to it. Let me get a picture of how you’re running things today, so when I show you the membership we’re spending the time on the parts that matter for you.”

### If he goes at the price right away

He might. He was promised numbers and he’s testing whether we meant it. Don’t dodge. Answer the promise, not the question:

> “Excellent, and you’ll have it before we hang up. Just so I give you the correct price: the tiers are based on the type of business you run, so do you mind if I ask you those few questions first? Otherwise I really don’t know which membership tier would be right for you.”

If he pushes a second time, the number is the whole ballgame for him. Go to the ready-buyer branch below.

### If he asks why he’s talking to you and not the guy from the video

A fair question and a good sign. Answer it short and straight, then get back to work:

> “He does the videos and the group sessions. The one-to-one calls are the team, and that’s me. Anything he said in that video I can stand behind and answer for, and if I hit something I don’t know, I’ll tell you I don’t know and go find out.”

### If he barely remembers the video

Some guys book off the ad and skim.

> “That’s no problem at all. Here’s the short version. It’s a membership for residential contractors, built by contractors. Your marketing gets built and published under your own name, homeowners pick you alone for real projects, you can offer financing at her kitchen table, there’s insurance and benefits access for you and your crew, and there’s a vetted network of pros and subs behind you. The rest of this call is me walking you through exactly what that means for your business, and what it costs. Does that work for you?”

*Then run the call as written. Do not replay the video at him.*

## The ready-buyer branch

Take it when he says outright that he’s in, or when he goes at the price a second time after you’ve named the moment.

Run the open exactly as written, all of it. Then compress Act 3 to three questions (how the work comes in today, what he’d change about how he’s running the business, and confirm his trade), restate the need in Act 4, fold Act 5 into one sentence, and go to Act 6. Even compressed, the questions span two groups, so the coverage rule holds here too.

**What you never compress is the open.** He’s sold on the membership and on the people in the video. He isn’t sold on you, and you’re the one asking him for the money. Hand a man a price before he’s decided anything about the person quoting it, and the price is the only thing he’s got to judge it by. The open takes ninety seconds. Spend them.

## Act 3: Best questions

*Follow the thread he opened in Act 2. You don't ask all of these; you ask the ones that go somewhere, and you keep going until you have three real needs.*

*One rule on coverage, and it matters more than any single question: the membership is far bigger than leads, so your three needs have to come from at least two different groups below. A discovery that only asks about how the work comes in produces a presentation that only sells leads, and that is not the membership we built.*

### How the work comes in

> "How are you getting most of your work right now? Is it referrals, repeat customers, the lead services, or a mix of those?"
>
> "If you're buying leads today, walk me through what happens when one comes in."

### His name and his marketing

> "When a homeowner searches your company name today, what does she find?"
>
> "Here's a question I ask everyone. Think about everything you've built online over the years: the reviews, the profile, the search ranking. If you stopped paying those platforms tomorrow, how much of that would still belong to you?"

*That one usually gets quiet. Let it sit.*

> "Who does your marketing right now, and how much of your own time does it take in a normal month?"
>
> "You've built a strong reputation over [X] years. What would it mean to you to have that reputation working for you online, in a place where no platform can take it away from you?"

### The jobs he loses

> "How many of the quotes you send out go cold on you, where you send the number and never hear another word?"
>
> "When you miss a call because you're out on a job, what happens to that homeowner?"
>
> "When a homeowner hears the price and says she needs to talk to her spouse, how often does that job actually close for you?"
>
> "Has there ever been a job you passed on, or bid small, because the up-front costs were more than you wanted to float?"

### The business behind the business

> "Tell me about your crew. Have you ever lost a good one to a bigger outfit because they could offer benefits and you couldn't?"
>
> "When your workers comp and general liability come up for renewal, how do you shop them?"

> “When a job needs a professional you don’t already have, an engineer, a designer, or a sub you can trust with your name on the work, how do you find one?”
>
> “When you hit a business problem you haven’t seen before, who do you call?”

**The year ahead**

> “If you could change one thing about how you’re running the business today, what would you change?”
>
> “Here’s a different kind of question. A year from now, what does a good year look like for you? I don’t mean a revenue number. I mean what would be different about how you’re working.”

### If he wants to relitigate what a lead company did to him

He may go there, and it’s real, and you should hear it. Hear it once. Do not build the call on it, and do not pile on.

> “That’s about what I’d expect, and I’m sorry you ate that. Most of the guys I talk to have a version of the same story.”

*Then move him forward, to what else the membership is:*

> “There’s a lot more to this membership than the leads, and the rest of it is what I most want to show you. So let me ask you about the rest of the business.”

*Our scar is our story. His scar is his, and it isn’t yours to poke at.*

## Act 4: Restate the need

> “Let me make sure I’ve got this right. What I’m hearing is [need one], [need two], and [need three]. Is that fair?”

*Say the needs back in his own words, not category labels. Model fill: “you’re tired of paying for leads that go to five other trucks and half of them aren’t even real; you want the reputation you’ve built to actually be yours, not sitting on somebody else’s platform; and you’re tired of losing good people to bigger outfits that can offer benefits you can’t.” Notice the model fill spans three different parts of his business. Yours should too.*

*If he corrects you, take the correction and say it back again. Don’t move until he agrees.*

## Act 5: Sell the company

*This is the first selling moment of the call, and it runs on one question and one connection. His answer to the question tells you what stuck from the video, and what stuck is what he's buying.*

> "Good. Before I show you anything, let me ask you one more question. From the ad and the video, what's your read on who we are and what this is?"

*Let him answer. He watched the video, so he'll have something. Whatever he names first is the thing that sold him. Note it.*

> "That's right. Now let me connect it to what you just told me, because this is the part that matters. You said [his top need]. When this membership was put together, that exact problem was one of the main things it was built to fix. The people who built it are contractors who lived it, and [the piece that answers his need] is in the membership because we needed it ourselves and couldn't find it anywhere. So when you tell me that's what you're after, you're describing the reason this thing exists. Does that line up with what you were hoping to find?"

*Model fill for the piece, keyed to the top need: leads going to five trucks gets "a lead engine where the homeowner picks one contractor and a person confirms the project before a dollar moves." Reputation on a platform gets "a system where everything gets built on your own name, so it's yours no matter what." Losing jobs at the price gets "financing you can put on her table, so the number stops killing the job."*

**Then the transition into the presentation. Ask his permission, and wait for it:**

> "So, based on what you're looking to accomplish, it looks to me like we've got a good fit with what the membership offers. Do you mind if I take a few minutes and walk you through what the membership is, what's in it, and how it works?"

*He says go ahead. That permission matters: he invited the presentation, so it arrives as an answer instead of a pitch.*

# Act 6: Present the membership

*Seven tracks. Present financing and the Cornerstone on every call. Add the one or two other tracks that answer the needs he agreed to, using the Act 1 table as your backstop. Do not walk all seven. And never open the presentation with the leads engine: whatever mix his needs call for, another piece of the membership goes first, because this is an entire business model and the order you present in is the order he'll remember it in. For each track: tie back, name the piece, make it concrete, and ask for his reaction. The Cornerstone always goes last, and the one-pass overview, the tier walk, and the numbers follow it.*

## Track 1: The leak-stoppers

*Use when his needs point at missed calls, cold quotes, or work slipping through cracks.*

> "You mentioned the quotes that go cold and the calls you miss on a job, so let me show you the system that plugs those leaks. It's one place that holds your whole pipeline, and it works the leaks one by one. When you miss a call because your hands are full, the homeowner gets a text back in your name within seconds, so she's talking to you instead of dialing the next contractor on her list. Your quotes get followed up on a schedule instead of when you happen to remember. And here's my favorite part: most of the estimates you've sent that went quiet are still real homeowners with the same house and the same project. A reactivation campaign goes back through that whole list and wakes it up, and it costs you nothing in ad spend, because you already own the list."
>
> "It catches the night traffic too. When a homeowner fills out the form on your site at 9:40 on a Tuesday night, she gets a response while she's still sitting on the page, and you find out at breakfast that you have an appointment. Where would that have helped you most this year?"

## Track 2: Reviews and his own name

*Use when his needs point at reputation, ownership, or the platform-hostage problem. This track answers the ownership question from Act 3.*

> "Earlier I asked you how much of what you've built online would still belong to you if you stopped paying for it, and you went quiet on that one. Most contractors do, because the honest answer is almost none of it. On a platform profile, your reviews are rented. One contractor put it to us plainly: once you stop paying, all your reviews are gone, because the profile goes inactive. That's years of reputation, held hostage by a subscription."
>
> "Here it runs the other way around. After every job you finish, the homeowner gets an invitation to review you on your own Google profile. Those reviews build on your own name, and they sit on a profile that belongs to you, so no subscription of ours can ever switch them off. They keep working for you whether we're anywhere in the picture or not."
>
> "And there's one more piece of this I think you'll appreciate. Before the review invitation goes out, the customer gets a short private check-in, and her answer comes to you first. If a job went sideways, you hear about it privately, before it turns

> into a one-star review you find out about on a Thursday. You get the chance to make it right first, which is what you'd have done anyway if anyone had told you. What would it be worth to you to have a reputation no platform can switch off?"

### Track 3: The backbone

*Use when his needs point at the business behind the marketing: insurance, his crew, finding good subs, or having nobody to ask.*

> "There's a whole layer of this membership behind the marketing, and for some members it's the reason they joined. Let me give you the big pieces. The first is insurance access: we connect you to workers comp and general liability vendors in the network. We connect and we don't broker, and vendors may extend group-level rates to qualifying contractors at their own discretion, so I won't promise you a number. What changes is that you're no longer shopping those two bills alone, once a year, with no leverage."
>
> "The second is employee benefits. Through a PEO partnership, you can offer your crew medical, dental, vision, and retirement, at group rates that were built for companies ten times your size. If you've ever lost your best guy to an outfit that could offer health insurance, this is the answer to that."
>
> "And then there's the bench. The network holds vetted architects, engineers, designers, realtors, and wholesale suppliers, so the professional you need is a call away instead of a guess. There's a community of member contractors, every one of them checked for licensing where their area requires it, for insurance, and for good standing, so you can sub work out and take work in, and what happens between the two of you is yours; we take no fee on it. And there's mentoring from contractors who've already built what you're building, because the problem you're chewing on at midnight has usually been solved by somebody in this network already. Which of those would matter most to you this year?"

### Track 4: Financing at her table

*Present this on every call. For most contractors it's the piece that changes the most sales conversations.*

> "Now let me show you one of the most powerful pieces of the membership: consumer financing, in your hand, at her kitchen table."
>
> "Think about the biggest job you quote, and think about the moment the homeowner hears the number. Say the project she actually wants comes out at forty thousand dollars. She hears it, her face changes, and your experience tells you exactly what happens next: the job shrinks down to the version she can pay cash for. With financing in your hand, that same moment goes differently. You lay out three options, good, better, and best, each with a monthly figure printed next to it. The conversation stops being about whether she can afford the project and starts being about which version she wants. And to be clear about our role: we're not the bank, we don't set the rates, and we don't approve anyone. We put the option in your hand and we bring you the lenders. What would it change for you to have that with you at her table?"

*Swap the forty-thousand-dollar example for his trade's big-ticket job: a full roof replacement, a repipe, a system replacement, a whole-house repaint, a kitchen. The number matters less than the moment.*

## Track 5: The build story and the Founding 300

*Use when he came in on the Founding 300 ad, or when what stuck from the video was joining something early. Also the right track when he asks what's real today versus coming later.*

> "Let me tell you exactly where the build stands, because I'd rather you hear it from me than wonder. This membership is being built in phases, in the open. Here's what's live the day you join: the membership with its whole automation and marketing suite, the dashboard, the leads engine, the Cornerstone program, the financing tools, the reviews engine, and access to the insurance, benefits, professional, and lending networks. Training is rolling out. Project management and dispatching are in build. Compliance tracking, bookkeeping, and call handling are planned. I'm not going to put a date on any of that, because a calendar isn't a promise."
>
> "The founding group is what makes joining now worth more than joining later. The first three hundred members are in from day one with a standing voice in what gets built next, and that cap is a real number: it closes and it stays closed. Join inside the three hundred and the membership grows around you. Join after, and it's a finished company where a member's opinion is a feature request. If you were one of the three hundred, what would you want built first?"

## Track 6: The leads engine

*Use when his needs point at shared leads, the speed race, or fake names. Never first, and never the headline: the leads are one system inside the membership, and they should arrive that way.*

> "You said you're tired of competing against five other trucks for the same homeowner, so let me show you how our leads run. A homeowner in your area goes looking for the kind of work you do. She reads your page, she looks at your work, and she picks you. She picks you alone, and nobody else gets that request. Then a real person on our team calls her and confirms she's real and the project is real, before you're billed anything. If it isn't real, you don't pay, and you never even see it."
>
> "And here's why the big platforms won't copy that, even though they could. They'd have to staff a phone team, and they'd have to give up the money they make billing for leads whether or not the leads were real. The last time the biggest player in this category made a trust move anywhere near that size, it cost them 79 percent of their network revenue in a single quarter. Confirming that leads are real is expensive, and that's why the platforms you've been paying don't do it."
>
> "One more thing about the leads: they're opt-in. You turn them on when you want work, you pause them when you're full, and the membership underneath doesn't change either way. How does that compare to what you're doing now?"

## Track 7: The Cornerstone

*Present this on every call, always last.*

> "And here's the piece I think matters most for you. You told me you want the name you've built to be yours. That's the Cornerstone."
>
> "It's one document, in twelve sections: the one true thing your best customers already say about you, where it came from, the one-sentence version of it, their actual words, your voice, how you win a job, how you answer the hard questions, how you make it right when something goes wrong, who you're the best fit for, every place it gets used, your ready-to-use lines, and a short list of what never to say. Nothing in it is invented. Every line traces back to something a real customer already said about you."
>
> "You heard about it in the video, so instead of describing it any further, let me show you a finished one. This is a made-up example, a roofer, and not a real client."

*[Walk the Ridgeline example at the bottom of this document. Keep it to two or three minutes. You're showing him the shape, not reading him a document.]*

> "That's the shape of it. After you join, your own build starts on your Onboarding Call: that's where we gather your reviews, your customers' words, and your story. Then it goes to work in the places a homeowner looks before she calls you: your Google profile, your website, your proposals. And it publishes under your brand every week, twelve pieces: a blog post, a LinkedIn post, three Facebook posts, two Instagram posts, three Threads posts, and two Google Business Profile posts. You don't write any of it, and you approve everything that goes out."
>
> "Two more things about it, and they're the ones that matter. It pays whether or not a single platform lead ever arrives, because it builds your name, it warms your own past customers, and it wins work that has nothing to do with us. And founding members have it included at every tier. What would it mean to you to have that working every day?"

## The whole membership in one pass

*After the tracks you chose and the Cornerstone, give him the full picture in about a minute. He has heard the pieces that matter most to him; this is where he hears that those pieces sit inside an entire business model. Keep it moving. It's a flyover, not a second presentation.*

> "Before we get to your numbers, let me walk you through a quick overview of the whole thing, because we've been talking about the pieces that matter most to you, and there's more sitting behind them."
>
> "Your Cornerstone gets built from your own customers' words, and it becomes the centerpiece of everything we put in front of a homeowner for you. About twelve pieces of content publish under your brand every week, and you don't write any of it. Homeowners pick you alone off your own page, and a person confirms every project before you're billed a dollar. Leads are opt-in, so you control when the leads come. Missed calls get a text back in your name within seconds. Your quotes get followed up on a schedule, and your old estimate list gets woken back up without a dollar of

> ad spend. The Sales Coach works your recorded calls with you, privately, and hands you better words for the next kitchen table.”
>
> “Every finished job triggers a review invitation on your own Google profile, with a private check-in first, so a problem reaches you before it reaches the public. You’ve got consumer financing at her table, good, better, best, with a monthly figure on each. There’s business financing and credit help through licensed partners in the network. There’s insurance access and employee benefits for you and your crew. There’s a vetted bench of architects, engineers, designers, and suppliers, a community of checked contractors you can sub with in both directions, and mentors who’ve already built what you’re building. Your dashboard puts the whole business on one screen, and every charge sits on its own line of the bill. And all of it runs month to month, with the 60-day keep-it-all guarantee underneath.”
>
> “That’s what membership means here: the whole business model, working for you. Is there any piece of that you want me to open up before we get to your numbers?”

*Answer whatever he asks, briefly, then move to the numbers.*

## The numbers

*You promised him the number at the start of the call, and this is where he gets it. The sequence runs: match his tier, walk what that tier includes, then the doors and the dollars, said in pieces so he hears each one. The shared-lead comparison sits at the end, next to the per-lead price, where it belongs. It does not open the money conversation.*

> “So based on everything you told me, here’s what this looks like for you. You’d be in the [tier] tier, and your founder price is locked for life however you come in.”

## What his tier includes

*Before the doors and the dollars, walk him through exactly what his tier is entitled to. Speak the block for his tier. If he straddles two tiers, the next block up is your upgrade map. The full grid is below for your reference, and the sign-up link in Act 8 shows him the same packages in writing.*

> “Before I give you the number, let me go through exactly what [tier] membership includes, so you know what the number buys.”

**If he’s Trade-Specific (Tier 1):**

> “As a Trade-Specific member, you get the complete membership I just walked you through: your Cornerstone built and published, the whole automation and marketing suite, the leads engine whenever you want it on, the reviews engine, the financing tools, and the full network access. Your mini-site is the standard build, three to four pages branded to you. Your search placement is the standard tier. And your performance tools are self-service, right in your dashboard.”

**If he’s Renovation (Tier 2):**

> “As a Renovation member, you’re entitled to everything in the Trade-Specific tier, and then it steps up. Your search placement is priority, above the Trade-Specific members. Your mini-site is the enhanced build, with video and a before-and-after

> gallery, because a renovation buyer wants to see the transformation. Your review requests get managed campaigns on top of the automation. You get a custom-branded financing presentation kit for the kitchen table. We produce a before-and-after showcase of your work every quarter. And you get a quarterly performance call with the team instead of self-service."

**If he's General Construction (Tier 3):**

> "As a General Construction member, you're entitled to everything in the Renovation tier, and then it steps up again, because you're running the biggest jobs on the platform. Your placement is the top tier, above all. Your mini-site is custom-designed to your brand. Your performance reviews run monthly with a dedicated account manager, and you get the VIP support line. A professional photographer shoots your best work twice a year. Your before-and-after showcase runs monthly instead of quarterly. You get branded proposal and leave-behind templates, a quarterly business strategy review, and an annual report on your local market. You get priority matching on referrals and subcontractors. And you carry the Featured Contractor badge on your profile."

*Then move straight into the doors.*

## The tier entitlement grid (your reference)

| | Tier 1: Trade-Specific | Tier 2: Renovation | Tier 3: General Construction |
|---|---|---|---|
| Full membership and automation suite | Yes | Yes | Yes |
| Cornerstone content, done for you | Yes | Yes | Yes |
| Mini-site | Standard (3 to 4 pages) | Enhanced: video and before/after gallery | Custom-designed to his brand |
| Search placement | Standard | Priority, above Tier 1 | Top, above all |
| Reviews and referrals | Automated requests | Plus managed campaigns | Plus managed campaigns |
| Performance reviews | Self-service tools | Quarterly call with the team | Monthly |
| Financing presentation kit | | Yes | Yes |
| Before/after project showcase | | Quarterly | Monthly |
| Featured Contractor badge | | | Yes |
| Dedicated account manager | | | Yes |
| Business strategy | | | Quarterly |

| | | | |
|---|---|---|---|
| review | | | |
| Professional photography | | | Twice a year |
| Branded proposal and leave-behind templates | | | Yes |
| Priority referral and subcontractor matching | | | Yes |
| Local market report | | | Annual |
| VIP support line | | | Yes |

## The doors

> “There are three ways in. Let me start with the two that give you the most.”
>
> “The biggest is the Founders’ Lifetime Charter. It’s one payment of [Charter figure], and you own the whole membership for life. There’s no monthly and no yearly after that; you never pay a membership fee again. It works out to about a year of monthly payments, made once.”
>
> “The other is the annual. It’s [annual figure] for the year, which works out to two months free against paying monthly, and it renews at your locked founder rate. And the 60-day guarantee applies to it the same as anything else, so it’s a discount with a door in it: after the window, any unused months prorate back to you.”
>
> “Both of those waive the setup fee, and both carry the 60-day guarantee. Either one carries everything we just talked about: your Cornerstone, the marketing and follow-up tools, the financing tools at her table, the network, all of it.”
>
> “And if you’d rather start smaller instead of putting money up front, there’s a monthly door too. It’s the same membership, the same founder price locked for life, and the same guarantee. It runs [monthly figure] a month with a one-time 99-dollar setup, and it’s the easiest way to get started.”
>
> “Homeowner leads are separate and optional on top of any of these. They’re [per-lead figure] each, and you’re only billed after a real person has confirmed the project. And since you know the going rate: contractors tell us a shared lead on the big platforms runs 90 to 228 dollars, closes maybe 15 to 20 percent of the time because five other guys got the same name, and gets billed whether the name was real or not. Their number buys you a footrace. Ours buys you a homeowner who already chose you.”
>
> “So that’s your investment, whichever way you come in. How does that sound to you?”

## The tier grid

| His work | Tier | Lifetime | Annual (2 | Monthly | Per lead |
|---|---|---|---|---|---|

| | | Charter (one payment) | months free) | | (optional) |
|---|---|---|---|---|---|
| Single trade: roofing, plumbing, electrical, HVAC, painting, flooring | Trade-Specific | $3,000 | $2,950/yr | $295/mo | $50 |
| Kitchens, baths, interior renovation | Renovation | $5,000 | $4,950/yr | $495/mo | $75 |
| Structural, additions, ADUs, new builds | General Construction | $8,000 | $7,950/yr | $795/mo | $100 |

*Monthly carries a one-time $99 setup. Annual and the Charter waive it.*

### If his work straddles two tiers

> “You’re sitting between two of them. Here’s how I’d handle it: start where the bulk of your work is today. If the mix shifts, you move up later, and your founder price stays locked at that tier’s day-one rate. I’d rather put you in the right one now than sell you up and have you feel it later.”

### If he’s not licensed or insured yet

> “Being properly licensed and insured is where this starts, and what that means depends on where you work, because some states and cities require a license for your trade and some don’t. The standard itself doesn’t flex: what we tell a homeowner is that the contractor who shows up carries whatever his area requires and is insured. So where do you stand on that?”

*Licensing requirements vary by state, county, and city. The bar is his area’s actual requirements plus insurance and good standing, not a blanket license rule. If his area requires a license and he’s close to having it, set a callback for after it clears and tell him what the founder window looks like. If he’s a long way off, tell him plainly that it isn’t a fit yet, tell him what would get him there, and part well. He’ll remember it. If his area genuinely doesn’t license his trade, insurance and good standing are the bar, and he may qualify today.*

## Act 7: Ask for the commitment

> “So let me ask you the question I told you at the start I’d ask. Do you want in?”

*Then stop talking. Whoever speaks first loses this moment, and it can’t be you.*

*Ask it plain, as a yes or no. Do not hand him a choice between two doors instead: that’s a trick, he’ll feel it, and you told him at the start you’d ask him this exact question. Asking it is you keeping your word in front of him. The door is the next question, not this one.*

**When he says yes:**

> “Good. Then let’s get you in the right door. Which way do you want to come in? If you’re ready, I can get you set up right now.”

*Let him pick from the three you already showed him. Don’t re-offer only the two up-front doors and quietly drop the monthly: you presented monthly to him as a real and equal door about ten minutes ago, and taking it back off the table the moment he says yes is the kind of thing he’ll notice and remember. If he asks you to recommend one, recommend one honestly.*

### The first hesitation

Almost never a real objection. Three moves, in this order: restate what he liked, add one piece you held back, ask again. Two reserve pieces; use the one that fits him.

**Restate first, in his words:**

> “That’s fair. Before you decide, let me just put back what you told me mattered: [the two or three pieces he reacted to].”

**Then the reserve piece. The guarantee:**

> “And let me add one thing I didn’t get to. There’s a 60-day money-back guarantee on the membership, and it’s keep-it-all: if you ever use it, you keep the Cornerstone we built you and the reviews that came in. You’d come out ahead even if you walked. Does that change how you’re looking at it?”

**Or the workshop:**

> “And let me add one thing I didn’t get to. There’s a founders-only workshop called the Cornerstone Close, where we turn your finished Cornerstone into the presentation you sell with at the kitchen table. You build your own presentation map as we go, and the recording’s yours to keep. It closes for good once the founding group fills. Does that change how you’re looking at it?”

**Then ask again:**

> “So where are you? Do you want in?”

### The second hesitation

Now he usually has a real reason. Understand it before you answer it.

> “Tell me what’s giving you pause. What’s the part you’re not sure about?”

## The bank

*Every one of these works the same way. You answer him straight, then you go back to the commitment. Answering an objection and then sitting there waiting for him to raise it again is how a good call dies quietly. The re-ask is written into each one below. Say it.*

**If he asks how many leads:**

> "I won't give you a number, and I'd be careful with anyone who does. That promise is what most guys got burned by. Here's what I will stand behind, because it's what we control: every lead is a homeowner who picked you alone, confirmed real by a person before you're billed. Leads are also optional and separate from the membership. And the Cornerstone pays whether or not a single platform lead ever arrives, because it builds your name and wins work that has nothing to do with us. The membership stands on its own. Is that fair?"
>
> "So knowing that, do you want in?"

**If he says referrals have him covered:**

> "They probably do cover you in the good months, and I'm not going to argue against referrals; they're the best work there is. Here's how one contractor put the problem to us: referrals are great, but can you get six of them next month? Because he couldn't, and most of us can't either. The membership is the floor under the months when the referrals don't come."
>
> "So with that said, do you want in?"

**If he says he'll build his own marketing instead:**

> "Some contractors do pull that off, and it's real advice. Here's the math on it, though. Building your own search presence takes six to twelve months before it produces consistent work, and most guys need jobs sooner than that. And there's a second thing that matters more: everything we build runs under your own name anyway. Your site, your reviews, your Cornerstone. So you're not choosing between building your own asset and renting ours. What we build is yours, and you keep it."
>
> "Does that change the picture for you? Do you want in?"

**If he asks whether he's locked in:**

> "Not at all. The monthly door is month to month, cancel anytime, no notice and no fee. The annual you can cancel too, with the unused months refunded after the first 60 days. And there's a 60-day money-back guarantee on the membership either way. If it's not what I told you, you get your money back and you keep the Cornerstone we built you. You check everything before you have to trust anything."
>
> "So there's nothing holding you in. Do you want in?"

**If he asks whether it works in his trade or area:**

> "It's built for every residential trade, and we don't carve up territory, so nobody gets locked out, including you. I'm not going to tell you there's more work in your market than there is; I don't know your market and you do. What you'd have is a

> homeowner picking you by name, your reviews building on your own name instead of somebody's profile, and your follow-up running while you're out on a job. That part works the same wherever you are."
>
> "Do you want in?"

**If he says he's heard promises like this before:**

> "You have, and it cost you, so the skepticism is earned. Here's the difference I can point to. What you heard before was a lead promise. What you're looking at here is an entire business model working for you. Your marketing gets built and published under your own name, so a homeowner who finds you sees your name, not a platform's. Your reviews compound on a profile you own, so the reputation you earn stays yours. Your follow-up runs while you're out on a job, so the quotes and calls stop leaking. You've got financing in your hand at her table, so the number stops killing the job. You've got benefits and insurance access, so you can keep your best people. And you've got a bench of vetted pros, subs, and mentors, so you're not building alone anymore. Every piece of that is checkable, and the terms are built so you can check them: month to month, the 60-day keep-it-all guarantee, and every charge on its own line. You don't have to take my word for any of it."
>
> "So let me ask you again. Do you want in?"

**If he asks whether he's paying for promises:**

> "No, and I get why you'd ask. Everything I walked you through, the leads engine, the follow-up tools, the financing, the reviews engine, and the Cornerstone program, is live and working the day you join, and that's what your fee covers. What's still coming is the next phase of business tools, and you never pay for anything before it's live. As a founder you've got a real say in what we build next."
>
> "So you're not paying for a promise. Do you want in?"

**If the up-front is more than he wants right now:**

> "That's completely reasonable, and it's exactly what the monthly door is for. Same membership, same services, same founder price locked for life, same 60-day guarantee. You just pay month to month instead of up front. Want me to set you up on the monthly?"

**If he needs the night, or to talk it over at home:**

> "Of course. This is a real decision, so take the evening with it. Let's put a time on the calendar for me to call you back, say [time] tomorrow. The one thing I'll mention is that the founding group is capped at three hundred, and the founder price is the lowest it'll ever be, so I'd want you to have that in front of you when you decide. If you're ready when we talk, I'll have you set up in a few minutes."

**If it's a long, circular maybe:**

> "I hear you. This has to be right on both sides, so take the time you need to look at the numbers. The founding group is capped at three hundred and the founder price

> is the lowest it’ll be, so when you’ve decided, reach back out and I’ll let you know where things stand.”

## Act 8: Future pace

*Slow down here. He just made a real decision, and two things stop the second-guessing before it starts: hearing you say clearly what he just did, and having a real appointment on his calendar. Give him both.*

> “Congratulations. That was a good decision, and here’s why I can say that: everything you told me you were after, [his needs], is exactly what you just chose. And you got in inside the founding three hundred, with your price locked for life.”
>
> “Now let me walk you through exactly what happens next, step by step, so there are no surprises. I’m sending you the link right now. It’ll show you the [tier] packages; pick the [door] we just agreed on and complete the payment right there.”
>
> “Right after the payment, there’s a short onboarding form. It takes a few minutes, and it’s the basics we need to get you set up.”
>
> “And when the form is done, you’ll get a page to schedule your Onboarding Call. Book it right then, while the calendar is in front of you. That call is where your Cornerstone starts: we gather your reviews, your customers’ words, and your story, and the build runs from there.”
>
> “If you can do all of that while we’re on the phone, I’ll stay right here with you in case anything comes up.”

*Stay on the line if he’s willing. The one thing that must not slip is the Onboarding Call: that appointment is what turns “what did I just sign up for” into “here’s what happens Tuesday.” If he can’t finish everything on the line, set a specific time to confirm he’s booked it.*

> “And one more time so you’ve heard it from me: you’ve got the 60-day money-back guarantee on all of this, and it’s keep-it-all. If you ever use it, you keep the Cornerstone we built you and the reviews you earned.”
>
> “Welcome aboard. I think you’ll be glad you did this, and I appreciate you trusting us with it. I’ll see your name on the onboarding list, and your Cornerstone starts on that call.”

## Act 9: Replay the call

Right after every call, win or lose. One minute. Walk the Acts.

- **Act 1:** Did I read his record and set my objective before I dialed?
- **Act 2:** Did I keep every promise I made in the open? Did I get what caught his interest, in his own words?
- **Act 3:** Did I uncover three real needs before I presented anything? What was my best question?
- **Act 4:** Did he confirm the needs in his own words, or did I settle for a nod?
- **Act 5:** Did I ask what he knew about us, and did I connect his top need to why this was built?
- **Act 6:** Did I present only the tracks that matched his needs, with financing and the Cornerstone in, and the Cornerstone last? Did I open the presentation on something other than leads? Did I give him the whole membership in one pass, walk what his tier includes, and keep the shared-lead comparison at the end of the money talk?
- **Act 7:** Did I ask the question I promised, once, and stay quiet? If an objection hit late, what Act 3 question would have surfaced it earlier?
- **Act 8:** Is his Onboarding Call booked? If not, when exactly am I confirming it?
- One thing to do better on the next call.

## The Ridgeline Roofing example

This is the example you walk in Act 6. It's the same one on every call. It's made up, and you always say so.

**It is fictional.** No real contractor, no member, nobody's actual business. Never present it as a real client.

**It is shown, never given.** It demonstrates the shape. His own build starts on his Onboarding Call after he joins, from his own reviews and his own voice. Never offer to draft any part of his on this call.

**Keep it to two or three minutes.** You're showing him the shape, not reading him a document.

> *A made-up single-trade roofer, used to show a Trade-Specific contractor what his own Cornerstone would capture. More trades get added as we run this; use the one closest to his trade, and until his trade exists, walk Ridgeline and say plainly that his would be built from his own trade's customers.*

**The Cornerstone Statement (the one true thing):**

> The roofer who tells you what your roof actually needs, even when the truth is the cheaper job.

**The one-sentence version (for a referral or the top of a pitch):**

> We tell you straight whether it's a repair or a replacement, we put the number in writing before we start, and the invoice matches the quote to the dollar.

**What his best customers say (the verbatim language it's pulled from):**

> "Two other guys tried to sell me a full replacement. He climbed up, showed me photos, said I needed flashing and a dozen shingles, and fixed it in a morning. Roof has been dry two winters."
>
> "Crew showed up the day he said they would, cleaned every nail out of the yard, and the price on the invoice was the price on the quote."
>
> "After the hail, half the street got talked into new roofs. He walked my insurance with me and was honest about what was covered and what was not."

**His voice (how he actually talks):**

> Plain, no scare tactics. He'd rather lose the big job than sell you one you don't need, and he says so to your face.

**Where it goes (the deployment map):**

> The top line of his Google Business Profile. His mini-site and his own website. His outgoing voicemail greeting. His proposal cover. His crew's answer to "why you guys." And the fifty-plus pieces of content that publish under his brand every month, all built off that one true thing.